RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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(716) 634-9232
Fax (716) 634-3145

June 24, 1997

RJR Account #679995
D. Hurry
SONBYRNE

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Dan:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as **30** skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	WINSTON	#/ (6M) Cases
UPC Code	Brand Style	B1G1F
12300-24091	*Box*	**4**
12300-24092	*Light Box*	**4**

PO #071497

Product / Premium Arrival:	**July 14, 1997**
Ship Date to Retail:	**Week of: July 28, 1997**
SKU CUBE:	**1.4360**
SKU WT (w/o Product):	**3.7500 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$698.70**
Non-EFT $ Amount:	**$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/grxn0000

B2G2F
SONBYRNE

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$56.00 (2 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: D. Keeney

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

51854 9011

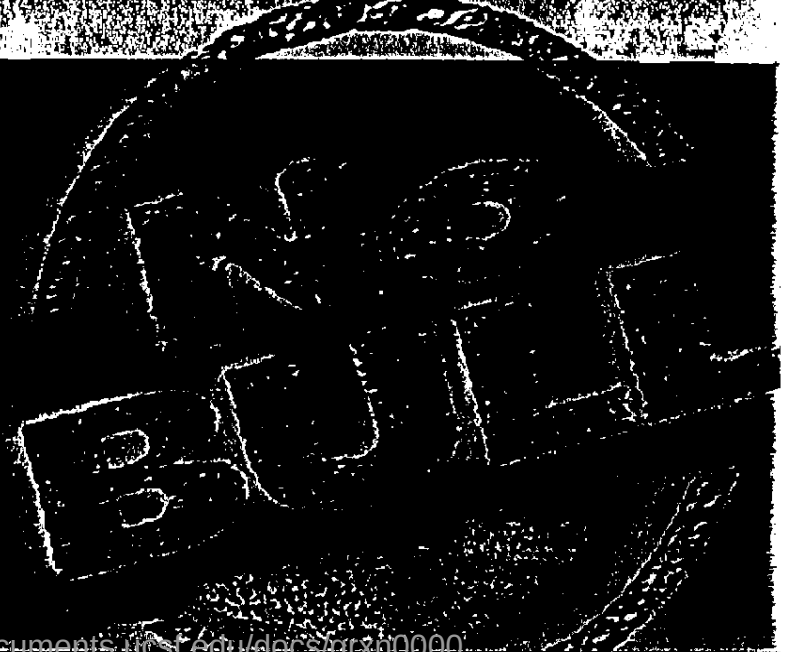
Source: https://www.industrydocuments.ucsf.edu/docs/grxn0000

New package deal on New Winston.

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out

- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic

51854 9012



#700465

WHOLESALER PACKING INSTRUCTIONS

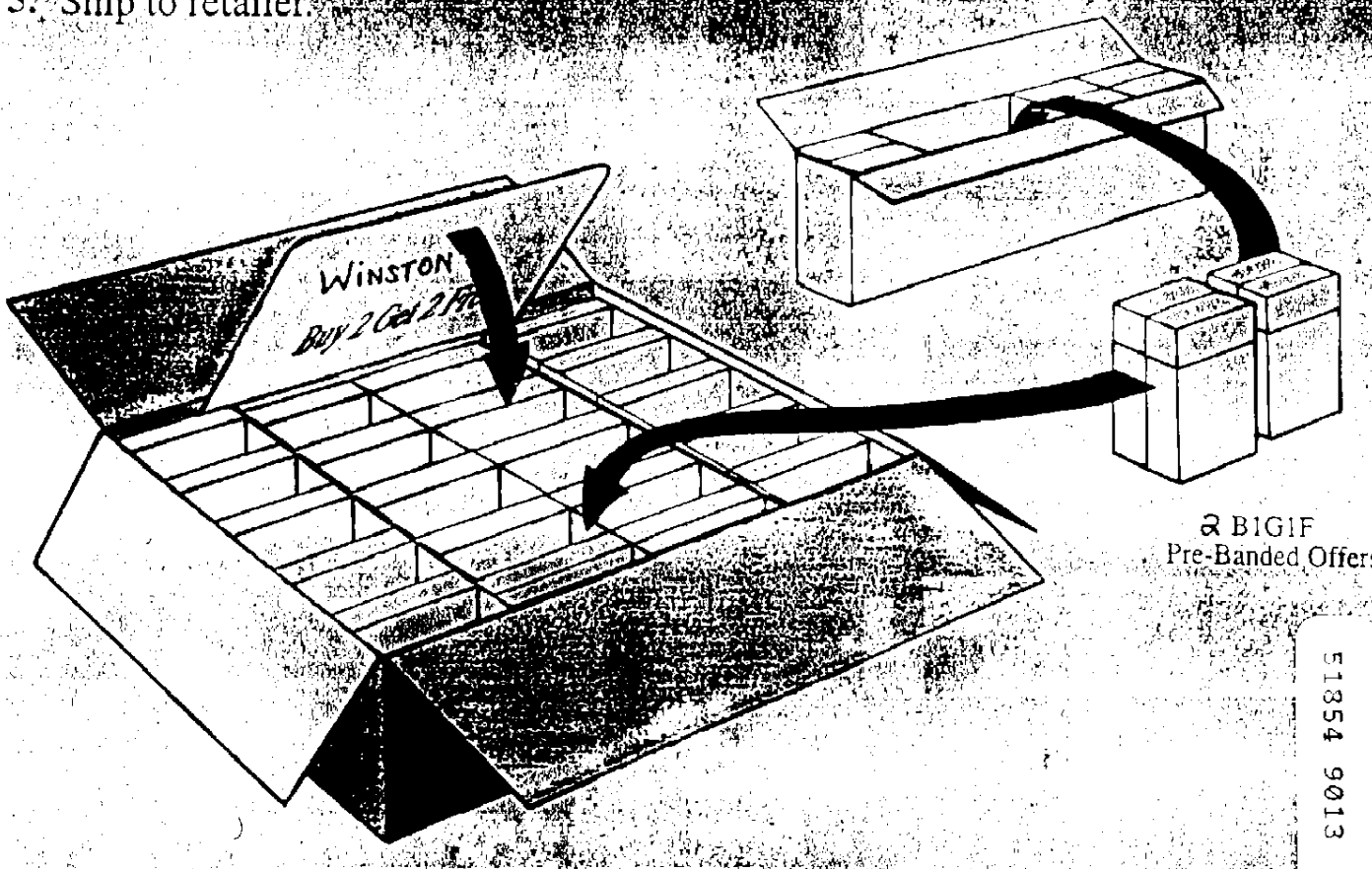
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B1G1F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" Offers



2 B1G1F Pre-Banded Offers

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Item: # 526982
Description: WINSTON B2G2F Sleeve / POS Kit

Brand Style	WINSTON Box	WINSTON Lt Box				
Number of Cartons	4	4				

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WHOLESALER : 679995 SONBYRNE SALES, INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162202		172829	BYRNE DAIRY #18	JEFFERSON ST	PULASKI	NY	13142	2		1160-0000	TEST	(315)475-211
162202		172975	BYRNE DAIRY #20	ROUTE 57	LIVERPOOL	NY	13088	2		1160-0000	TEST	(315)475-211
162202		439947	BYRNE DAIRY #61	8319 MAIN ST	CICERO	NY	13039	2		1160-0000	TEST	(315)699-350
162202		172781	BYRNE DAIRY #10	BRIDGE ST	OSWEGO	NY	13126	2		1160-0000	TEST	(315)475-211
162202		172904	BYRNE DAIRY #30	48 JORDAN ST	SKANEATELES	NY	13152	2		1160-0000	TEST	(315)685-840
162205		172971	BYRNE DAIRY #15	KIRSCH DR & RT 11	MATTYDALE	NY	13211	2		1160-0000	TEST	(315)454-457
162205		173035	BYRNE DAIRY #07	3000 JAMES ST	SYRACUSE	NY	13206	2		1160-0000	TEST	(315)437-486
162206		171402	BYRNE DAIRY #32	39 E MAIN ST	NORWICH	NY	13815	2		1160-0000	TEST	(315)475-211
162206		173039	BYRNE DAIRY #23	WEST MANLIUS ST	EAST SYRACUSE	NY	13057	2		1160-0000	TEST	(315)437-527
162604	162630	432034	BYRNE DAIRY #59	DEWEY-STONE PLAZA	ROCHESTER	NY	14616	2		1160-0000	TEST	(716)865-437
162605	162624	088378	BYRNE DAIRY #46	254 S. MAIN ST.	CANANDAIGUA	NY	14424	2		1160-0000	TEST	(716)394-267
162605	162624	557273	BYRNE DAIRY #54	230 W UNION ST	NEWARK	NY	14513	2		1160-0000	TEST	

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 24

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/30/97

ACCOUNT NUMBER: 679995
VOUCHER NUMBER: 15363229
DATE WRITTEN: 07/30/97
STATUS: PAID
AMOUNT PAID: 56.00

SONBYRNE SALES, INC.
275 CORTLAND AVE
SYRACUSE , NY 13202

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	56.00

EXPLANATION: AUGUST: WINSTON B2G2F #700465 / D. KEENEY

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